

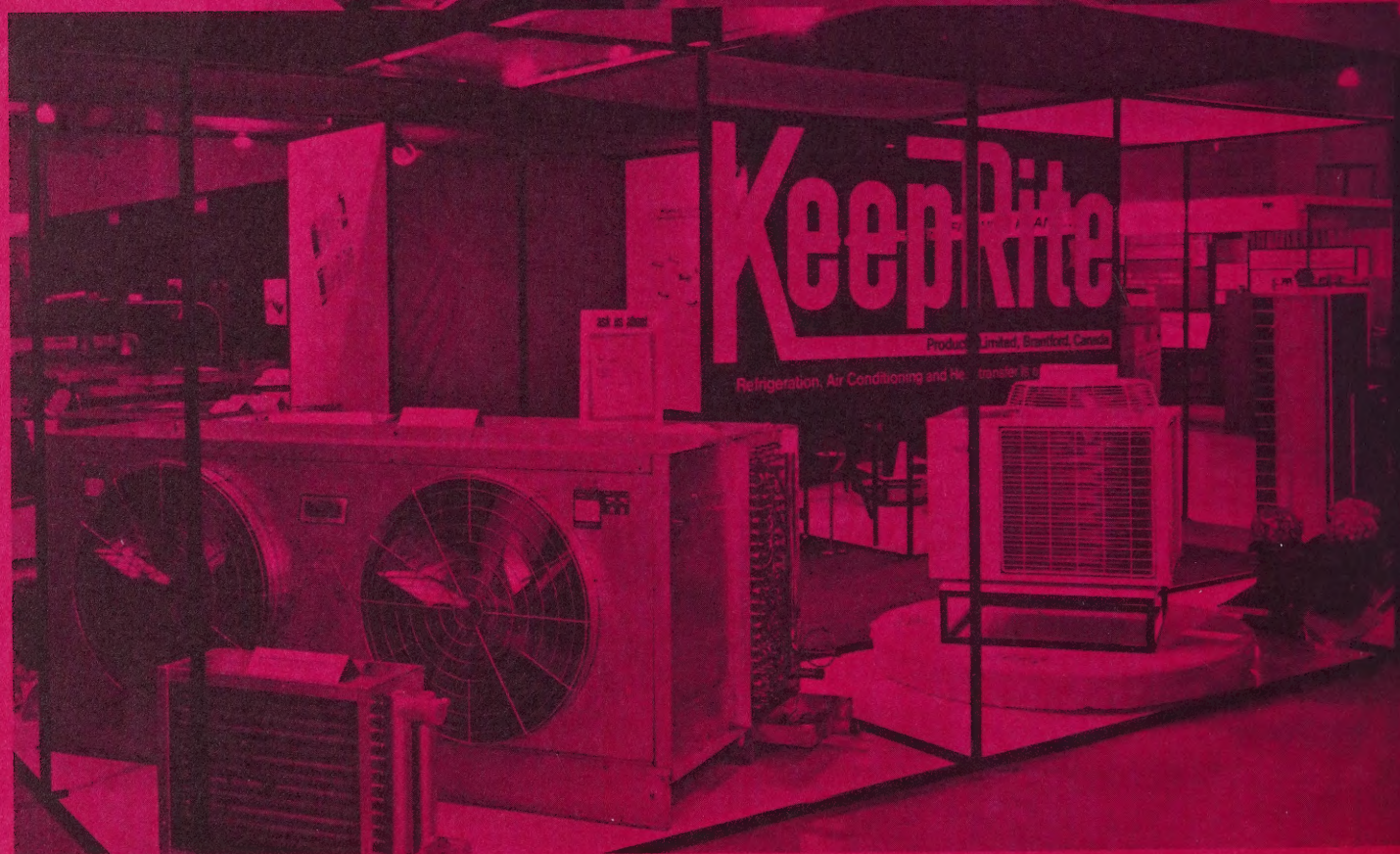
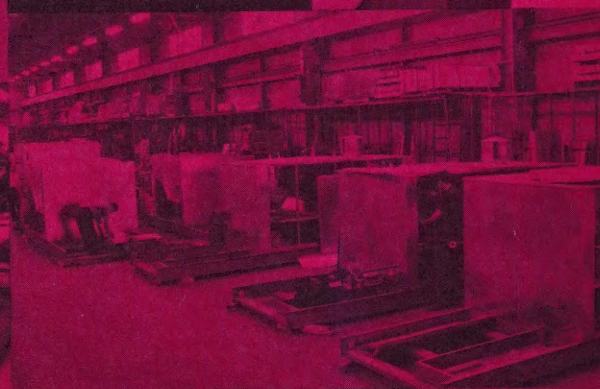
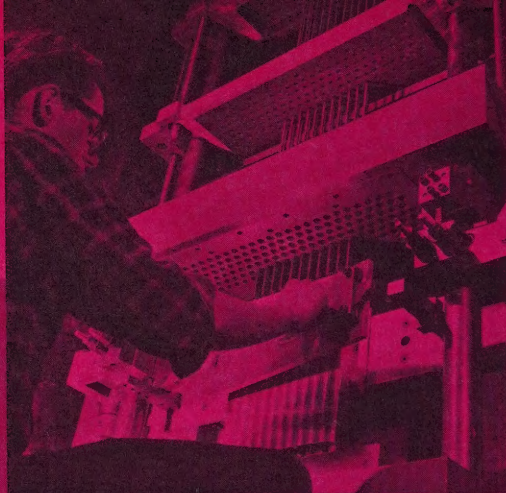
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1970

KeepRite ... twenty-five years of progress

Unifin *Division*
KEEPRITE PRODUCTS LIMITED



KeepRite

... growing with Canada
for twenty-five years.



PRODUCTS LIMITED

HEAD OFFICE: 44 ELGIN STREET, BRANTFORD, ONTARIO

NOTICE OF ANNUAL MEETING

NOTICE IS HEREBY GIVEN that the Annual Meeting of Shareholders of KeepRite Products Limited will be held in Great Hall "A" of the Holiday Inn, 19 Holiday Inn Drive, Brantford, Ontario, on Friday, the 24th day of April, 1970, at 10:30 o'clock in the forenoon for the following purposes:

- (1) To receive and consider the report of the Directors, the financial statements for the year ended December 31, 1969, and the report of the auditors thereon;
- (2) To elect directors;
- (3) To appoint auditors and authorize the directors to fix their remuneration; and
- (4) To transact such other business as may properly come before the meeting or any adjournment thereof.

Shareholders who are unable to attend the meeting in person are requested to complete and sign the enclosed form of proxy and return it in the envelope provided for that purpose.

Dated at Brantford, this 26th day of March, 1970.

By order of the Board

JOHN J. BLACK,
Secretary-Treasurer.

KEEPRITE PRODUCTS LIMITED

INFORMATION CIRCULAR

This information circular is furnished in connection with the solicitation by the management of KeepRite Products Limited (hereinafter sometimes called the Company) of proxies for use at the Annual Meeting of Shareholders to be held on Friday, April 24, 1970, at 10:30 o'clock in the forenoon.

The persons named in the enclosed form of proxy are directors of the Company. A SHAREHOLDER DESIRING TO APPOINT SOME OTHER PERSON TO REPRESENT HIM AT THE MEETING MAY DO SO BY STRIKING OUT THE NAMES OF SUCH DIRECTORS AND INSERTING SUCH OTHER PERSON'S NAME IN THE BLANK SPACE PROVIDED IN THE FORM OF PROXY. A shareholder executing the enclosed form of proxy may revoke it at any time before it is exercised.

The solicitation of proxies will be made only by mail and the entire cost thereof will be borne by the Company.

VOTING SHARES AND PRINCIPAL HOLDERS THEREOF

Only shareholders of record at the time of the Annual Meeting on April 24, 1970 will be entitled to vote thereat. The Company has two classes of shares and the holders of either class of shares are entitled to one vote for each share held. The Company has outstanding 604,578 Class A shares without par value and 1,209,156 common shares without par value. To the knowledge of the directors and senior officers of the Company, the only persons or companies beneficially owning, directly or indirectly, more than 10% of all voting shares of the Company are as follows:

Name	Number of Shares	Percentage of outstanding shares
J. Gordon McMillen, Brantford, Ont.	992,004	54.7%
Mabel McMillen, Brantford, Ont.	201,552	11.1%

KEEPRITE PRODUCTS LIMITED

ELECTION OF DIRECTORS

The Board consists of seven directors, each of whom is elected annually to serve until the next Annual Meeting of Shareholders or, subject to the Company's by-laws, until his successor is elected or appointed. It is intended that the following persons, all of whom are presently directors of the Company, will be nominated at the meeting. IN THE ABSENCE OF INSTRUCTIONS TO THE CONTRARY, PROXIES IN THE ACCOMPANYING FORM WILL BE VOTED IN FAVOUR OF THE ELECTION OF THE SEVEN NOMINEES OF MANAGEMENT LISTED BELOW OR, IN THE EVENT OF ANY VACANCIES AMONG THE NOMINEES — AN EVENT THE MANAGEMENT OF THE COMPANY HAS NO REASON TO BELIEVE WILL OCCUR — IN FAVOUR OF THE REMAINING NOMINEES AND FOR SUBSTITUTE NOMINEES OF MANAGEMENT.

Name and Principal Occupation	Became a Director	Number of shares of the Company beneficially owned directly or indirectly as at	
		MARCH 26, 1970	
		Class A	Common
John J. Black Secretary-Treasurer of the Company	Nov. 1967	3,000	—
Irvin M. Bodine Executive Vice-President of the Company	Nov. 1967	6,800	—
F. Stewart Brown Vice-President of the Company	Nov. 1967	5,400	—
John G. Edison, Q.C., Senior Partner Edison, Aird & Berlis, Barristers and Solicitors	Nov. 1967	1,500	—
Ross M. Hanbury, Director Wood Gundy Securities Ltd., Investment Dealers	Nov. 1967	6,000	—
J. Gordon McMillen President of the Company	Jan. 1945	—	992,004*
John O. Trepanier, Q.C., Senior Partner Trepanier, Hagey, Kneale & Wiacek, Barristers and Solicitors	Jan. 1945	—	7,800

* Mabel McMillen, the wife of J. Gordon McMillen, owns 201,552 Common Shares. The information as to shares beneficially owned has been furnished by the respective Directors.

KEEPRITE PRODUCTS LIMITED

REMUNERATION OF MANAGEMENT AND OTHERS

During the financial year ended December 31, 1969, the aggregate direct remuneration paid or payable by the Company to the directors and senior officers of the Company was \$201,907.

The estimated annual amount of all pension benefits proposed to be paid to the directors and senior officers of the Company, directly or indirectly, under the Company's contributory pension plan in the event of retirement at normal retirement age is approximately \$52,000.

APPOINTMENT OF AUDITORS

PROXIES IN THE ACCOMPANYING FORM WILL BE VOTED IN FAVOUR OF THE RE-APPOINTMENT OF MESSRS. MILLARD, ROUSE AND ROSEBRUGH, CHARTERED ACCOUNTANTS, BRANTFORD, ONTARIO, AS AUDITORS OF THE COMPANY, TO HOLD OFFICE UNTIL THE NEXT ANNUAL MEETING OF SHAREHOLDERS.

OTHER MATTERS COMING BEFORE THE MEETING

It is not the intention of the Management of the Company to bring any matters before the meeting other than the matters referred to in the Notice of Annual Meeting. IT SHOULD BE NOTED, HOWEVER, THAT THE ENCLOSED FORM OF PROXY IS A DISCRETIONARY PROXY AND THE PERSONS NAMED THEREIN ARE AUTHORIZED TO VOTE IN ACCORDANCE WITH THEIR JUDGMENT ON ANY OTHER MATTERS WHICH MAY PROPERLY COME BEFORE THE MEETING.

By order of the Board of Directors

MARCH 26, 1970.

JOHN J. BLACK,
Secretary-Treasurer.

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PRODUCTS LIMITED

HEAD OFFICE: 44 ELGIN STREET, BRANTFORD, ONTARIO

NOTICE OF ANNUAL MEETING

NOTICE IS HEREBY GIVEN that the Annual Meeting of Shareholders of KeepRite Products Limited will be held in Great Hall "B" of the Holiday Inn, 19 Holiday Inn Drive, Brantford, Ontario, on Thursday, the 17th day of May, 1973, at 10:30 o'clock in the forenoon for the following purposes:

- (1) To receive and consider the report of the directors, the financial statements for the year ended December 31, 1972, and the report of the auditors thereon;
- (2) To elect directors;
- (3) To appoint auditors and authorize the directors to fix their remuneration;
and
- (4) To transact such other business as may properly come before the meeting or any adjournment thereof.

Shareholders who are unable to attend the meeting in person are requested to complete and sign the enclosed form of proxy and return it in the envelope provided for that purpose.

Dated at Brantford, this 19th day of April, 1973.

By order of the Board

JOHN J. BLACK,
Secretary-Treasurer.

KEEPRITE PRODUCTS LIMITED

INFORMATION CIRCULAR

This information circular is furnished in connection with the solicitation by the management of KeepRite Products Limited (hereinafter sometimes called the Company) of proxies for use at the Annual Meeting of Shareholders to be held on Thursday, May 17th, 1973, at 10:30 o'clock in the forenoon.

The persons named in the enclosed form of proxy are directors of the Company. **A SHAREHOLDER DESIRING TO APPOINT SOME OTHER PERSON TO REPRESENT HIM AT THE MEETING MAY DO SO BY STRIKING OUT THE NAMES OF SUCH DIRECTORS AND INSERTING SUCH OTHER PERSON'S NAME IN THE BLANK SPACE PROVIDED IN THE FORM OF PROXY.**

A shareholder executing the enclosed form of proxy may revoke it at any time before it is exercised.

The solicitation of proxies will be made only by mail and the entire cost thereof will be borne by the Company.

VOTING SHARES AND PRINCIPAL HOLDERS THEREOF

Only shareholders of record at the time of the Annual Meeting on May 17, 1973 will be entitled to vote thereat. The Company has three classes of shares and the holders of each class of share are entitled to one vote for each share held. The Class B shares without par value and the Class C shares without par value are fully inter-convertible at the option of the holder at any time. As at March 31, 1973, the Company had outstanding 1,877,982 Class B shares and 86,899 Class C shares. No common shares have been issued.

To the knowledge of the directors and senior officers of the Company, the only person or corporation beneficially owning, directly or indirectly, more than 10% of all voting shares of the Company is McMillen Holdings Limited with 650,780 Class B shares, which is 33.1 % of the issued shares of the Company. McMillen Holdings Limited is a corporation controlled by J. Gordon McMillen, the President and a director of this Company.

KEEPRITE PRODUCTS LIMITED

ELECTION OF DIRECTORS

The Board consists of seven directors, each of whom is elected annually to serve until the next Annual Meeting of Shareholders or, subject to the Company's by-laws, until his successor is elected or appointed. It is intended that the following persons, all of whom are presently directors of the Company, will be nominated at the meeting.

IN THE ABSENCE OF INSTRUCTIONS TO THE CONTRARY, PROXIES IN THE ACCOMPANYING FORM WILL BE VOTED IN FAVOUR OF THE ELECTION OF THE SEVEN NOMINEES OF MANAGEMENT LISTED BELOW OR, IN THE EVENT OF ANY VACANCIES AMONG THE NOMINEES — AN EVENT THE MANAGEMENT OF THE COMPANY HAS NO REASON TO BELIEVE WILL OCCUR — IN FAVOUR OF THE REMAINING NOMINEES AND FOR SUBSTITUTE NOMINEES OF MANAGEMENT.

Name and Principal Occupation	Became a Director	Number of shares of the Company beneficially owned directly or indirectly as at March 31, 1973	
		Class B	Class C
John J. Black Secretary-Treasurer of the Company	Nov. 1967	4,000	—
Irvin M. Bodine Executive Vice President of the Company	Nov. 1967	4,342	—
F. Stewart Brown Executive Vice President of the Company	Nov. 1967	6,127	—
John G. Edison, Q.C., a Senior Partner Edison, Aird & Berlis, Barristers and Solicitors	Nov. 1967	—	1,500
Ross M. Hanbury Vice President and Director, Wood Gundy Limited, Investment Dealers	Nov. 1967	7,500	—
J. Gordon McMillen President of the Company	Jan. 1945	692,004*	—
John O. Trepanier, Q.C., Senior Partner Trepanier, Hagey, Kneale & Wiacek, Barristers and Solicitors	Jan. 1945	7,800	—

* Mabel McMillen, the wife of J. Gordon McMillen, beneficially owns 101,552 Class B Shares. The information as to shares beneficially owned has been furnished by the respective directors.

KEEPRITE PRODUCTS LIMITED

REMUNERATION OF MANAGEMENT AND OTHERS

During the financial year ended December 31, 1972, the aggregate direct remuneration paid or payable by the Company to the directors and senior officers of the Company was \$230,952.

The estimated annual amount of all pension benefits proposed to be paid to the directors and senior officers of the Company, directly or indirectly, under the Company's contributory pension plan in the event of retirement at normal retirement age is approximately \$56,000.

APPOINTMENT OF AUDITORS

PROXIES IN THE ACCOMPANYING FORM WILL BE VOTED IN FAVOUR OF THE RE-APPOINTMENT OF MESSRS. MILLARD, ROUSE AND ROSEBRUGH, CHARTERED ACCOUNTANTS, BRANTFORD, ONTARIO, AS AUDITORS OF THE COMPANY, TO HOLD OFFICE UNTIL THE NEXT ANNUAL MEETING OF SHAREHOLDERS.

OTHER MATTERS COMING BEFORE THE MEETING

It is not the intention of the Management of the Company to bring any matters before the meeting other than the matters referred to in the Notice of Annual Meeting.

IT SHOULD BE NOTED, HOWEVER, THAT THE ENCLOSED FORM OF PROXY IS A DISCRETIONARY PROXY AND THE PERSONS NAMED THEREIN ARE AUTHORIZED TO VOTE IN ACCORDANCE WITH THEIR JUDGMENT ON ANY OTHER MATTERS WHICH MAY PROPERLY COME BEFORE THE MEETING.

By order of the Board of Directors

March 31, 1973.

JOHN J. BLACK,
Secretary-Treasurer.

"They've been 25 exciting and rewarding years"

KeepRite has been in business twenty-five years but to us who try to guide the Company's destiny — this length of time is not nearly as important as how we have carried out our responsibilities to all those whom our philosophy says we were intended to serve.

Aside from the legal and material entities which go to constitute a Company, we at KeepRite have always believed that there must be a strong underlying high principle philosophy on — "HOW TO RUN A MANUFACTURING BUSINESS".

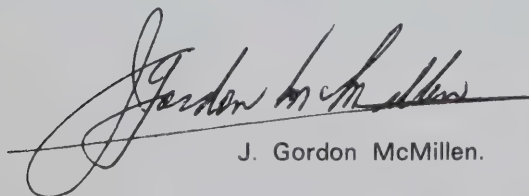
From the day of its inception, the business intents of KeepRite in this regard were these:

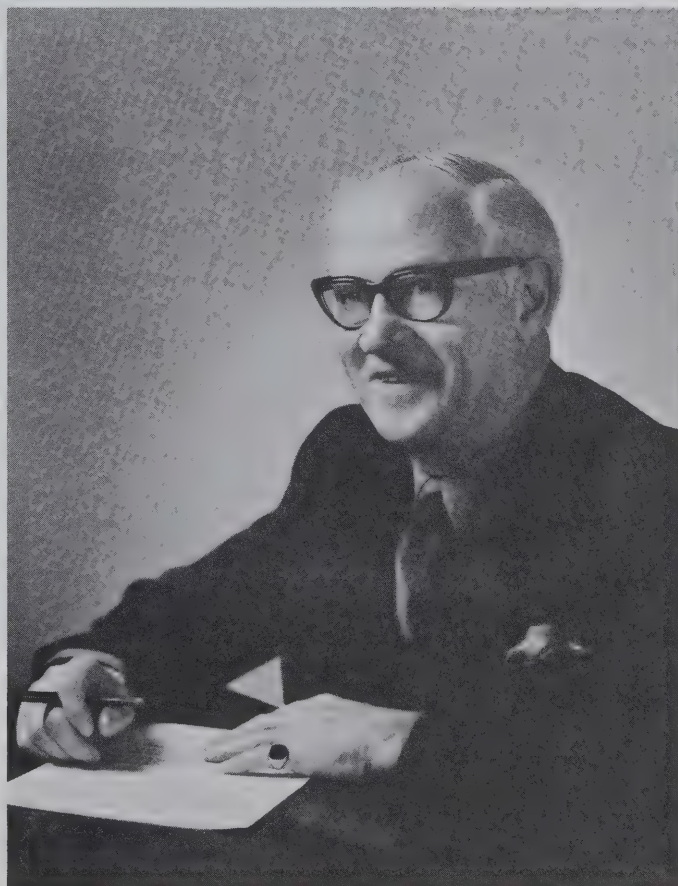
1. To build a quality product — and back it with the **highest quality engineering, technical competence and service.**
2. To create an enterprise **where people are important** and would be happy to work and make a good income to support themselves and their families.
3. To **make a profit** — in order to be able to build new buildings, buy up-to-date equipment, explore, develop and market new products. All this to **help create new jobs** and enable us to **pay a reasonable dividend** to our shareholders — who supply the money — for the use of their capital.
4. To have a system whereby we could **share some of our good fortune and profits** with our good people who helped make these profits — **in the form of "Incentive Earnings"**.
5. To conscientiously endeavour by all means at our disposal to try to supply **steady year-round employment** for all our people.

We felt if we did these things, we could take our place in Industrial Society — with our heads up. We have **never lost sight of these objectives** — and have exercised them with relentless pursuit, and we believe reasonable success.

As we pause now to look back on those twenty-five eventful years, we thank God for His guidance and help, and we pledge that with His continuing help all our strength and efforts in the future — as in the past — will be directed to the continuance of those established principles and philosophies on which KeepRite was founded and dedicated.

Sincerely,


J. Gordon McMillen.

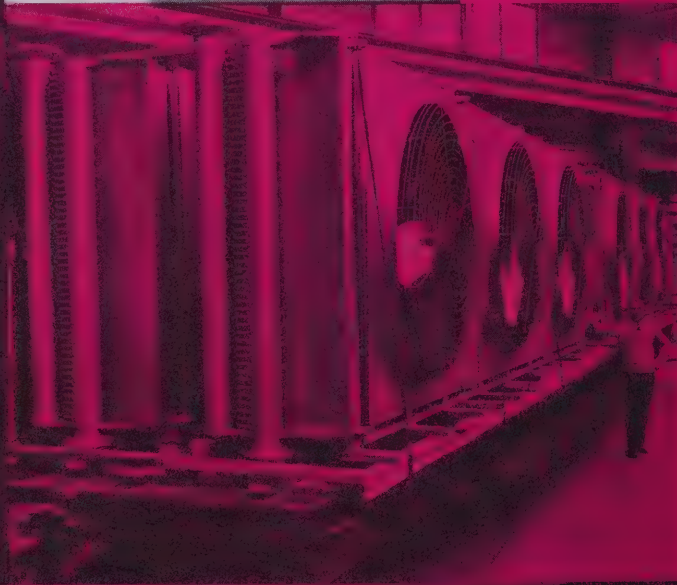


**We've been
planning for
Tomorrow
since 1945**

1945 KeepRite operations
start in Brantford, Ontario
with a team of nine people
• First refrigeration sales to
Ruddy Freeborn Co. Ltd., —
now Hussmann Food Store
Equipment Ltd.

1948 One hundredth person
added to payroll.

1951 Sales total over one
million dollars.



Our entire organization plays a great part
in the Company's "Total Involvement" System.
Sales, Engineering, and Production all make
valuable contributions towards producing a
high quality, finished product.

Engineering for tomorrow

Twenty-five years ago, a small group of Canadian businessmen launched an ambitious venture: **to build an all-Canadian company** that would provide this country with the best in a broad range of heat transfer products.

The beginnings were modest. There were nine names on the initial KeepRite team, including that of the founder and president, J. Gordon McMillen. Initial production embraced a small range of commercial refrigeration products.

Today, in the KeepRite Brantford and London, Ontario plants, about 550 people manufacture a wide range of commercial and industrial refrigeration and air conditioning equipment, window air conditioners, heating equipment, and industrial heat exchangers.

Our Air Conditioning products keep people in Canada and in many other countries comfortable in homes, hotels, motels, office and apartment buildings, schools and in fact any location where people assemble.

Our Commercial and Industrial refrigeration products provide reliable preservation conditions for the foods of the world regardless of where they are warehoused, transported, retailed, stored or consumed.

Our Industrial heat transfer products perform important functions for such industries as electrical, chemical, oil, petrochemical, gas, pulp and paper — and very vital services to the large electrical generating, and transmitting facilities of hydro, steam, and nuclear power stations.

Of the many factors which have played a role in this growth, one of the most vital has been **CONSTANT TEAM EFFORT** by a group of ambitious and competent people. Careful planning and progressive engineering have enabled the company to meet the rapidly changing needs of the markets it serves.

The foresight of the company is exemplified by the fact that today **75% of KeepRite's sales volume stems from products which the company did not market a decade ago, and nearly all of these new products have been developed and perfected from KeepRite-originated designs.** This is an illustration of how KeepRite has used its technological know-how to expand its product lines, broaden its markets, and generally exercise its philosophy to the benefit of the Company and all its people.

One of the reasons for this success is that at KeepRite, the research work is done under very complete and modern engineering and testing facilities. A significant portion of design technical data is worked out by computer, thus speeding the transformation of ideas into products. All new designs are tested under conditions far more demanding than would be encountered in normal usage so as to provide that extra margin of performance and reliability.

Another integral part of the engineering process at KeepRite is **CONTINUOUS PRODUCT DEVELOPMENT**, which assures customers of the **LATEST "STATE-OF-THE-ART" FEATURES.**

One current example, is the development of an extra-quiet, forced-air transformer cooler — an industry first — which will tone down the noise level of power stations located in residential areas.

KeepRite has always believed that successful product development can never be an ivory tower exercise. That's why you're as likely to find a KeepRite expert in a customer's plant as in a KeepRite test room. On-site discussions are a valuable part of the problem-solving process, and these help KeepRite develop the effective solutions for their customers.

The quality of KeepRite engineering is recognized in many other countries. In 1969, for example, our engineers have worked with a large American corporation on the development of a special condenser to be used in a new patented freeze drying process which that company is now marketing throughout the world.

KeepRite engineering and development departments will undoubtedly be busier than ever in the years ahead. Reliable surveys indicate that world electrical power consumption will double in the next ten years. Add to this fact the fantastic growth potential for air conditioning (in fact all the Industries which KeepRite serves) — plus KeepRite's reputation for quality in the air conditioning, refrigeration, heating and industrial heat transfer fields, and the implications for KeepRite's future growth are obvious.

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Tomorrow
since 1945**

1945 KeepRite operations start in Brantford, Ontario with a team of nine people
• First refrigeration sales to Ruddy Freeborn Co. Ltd., — now Hussmann Food Store Equipment Ltd.

1948 One hundredth person added to payroll.

1951 Sales total over one million dollars.

1953 Montreal sales branch office opens.

1954 Brantford plant expansion — 24,000 sq. ft.

1955 Toronto sales branch office opens.

1959 Addition of 13,500 sq. ft. of manufacturing space to Brantford plant.

1961 Introduction of Employee Pension Plan.

1964 Sales branch offices open in London, Ontario; Burlington, Ontario and Vancouver, B.C. • Sales volume exceeds \$6,000,000.
• Brantford plant expansion 38,000 sq. ft.



From the time the product is designed until it reaches our shipping docks, it receives thorough testing, strict quality control, and careful handling.

New markets and new products

Over the past twenty-five years, and especially in the last decade, the markets served by KeepRite have grown tremendously. Faced with booming markets, a relatively young company such as KeepRite can react in either of two ways. It can leap forward to meet demand, expanding as quickly as possible. Or it can grow somewhat more steadily, guided by careful planning. While the former path can result in spectacular growth, it can also result in failure, should there be a softening of demand, or unexpected shifts in the market characteristics. The latter route, chosen by KeepRite, has enabled the company to build a stable foundation for the years ahead, and still achieve substantial growth.

The fact that careful planning is an inherent part of the management process at KeepRite is reflected in the new products periodically introduced. New products are never 'a shot in the dark' for KeepRite. Each is carefully planned to be a complete expression of KeepRite's experience and capabilities. And to deliver the superior quality and performance for which KeepRite is known.

THREE PRODUCTS RECENTLY RELEASED CLEARLY ILLUSTRATE THE KEEPRITE 'PRODUCT PHILOSOPHY'.

1. The new KUC unit cooler line was lab-tested for over 700 hours and field proven. The company expects this new line will soon become the most popular in a wide range of KeepRite unit coolers used for cold storage applications throughout the food industry.
2. Only after an exhaustive study of the most effective systems for home cooling did KeepRite develop the new "Residential Climatizer" air conditioning system. The most suitable features for the Canadian market were built into this system. Volume production is just about to come on stream, and before long the owners of many Canadian homes will be experiencing the pleasant comforts which this new product will provide.
3. The new Seasonall Total Weather Controller is the first true flush-fit cooling/heating unit developed for year-round comfort control of individual rooms in hotels, motels, apartments, schools, offices, etc. The Seasonall's extra compact dimensions and elegant features are definite advantages required by modern architectural trends.

These new products join other KeepRite lines for the commercial, industrial and consumer markets.

In serving the Window Air Conditioner market, KeepRite manufactures units that are sold under private brand label to many nationally and world known Companies, who in turn market these products under their own name in many countries throughout the world, as well as in Canada.

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The extent of KeepRite's commitment to the consumer market is reflected by the fact that the company is **Canada's largest manufacturer of window air conditioners** with KeepRite production accounting for a substantial percentage of the Canadian market. The units are also sold in 35 foreign countries.

For commercial and industrial refrigeration, heating and air conditioning applications, KeepRite products are sold under the KeepRite name through wholesalers, distributors, contractors, and original equipment manufacturers across Canada.

Products of the Unifin Division are channelled into the market somewhat differently. Because the division's Heat Transfer products are highly specialized, each is often custom-designed and built, to very exacting engineering specifications. The sale is generally the result of direct consultation between the customer and a trained engineer from the Unifin Division's sales office.

These marketing concepts have served our customers well. **For the first twenty-five years, the company has grown more rapidly than the markets it has served.** One of management's prime goals is to maintain this trend for the second twenty-five years.

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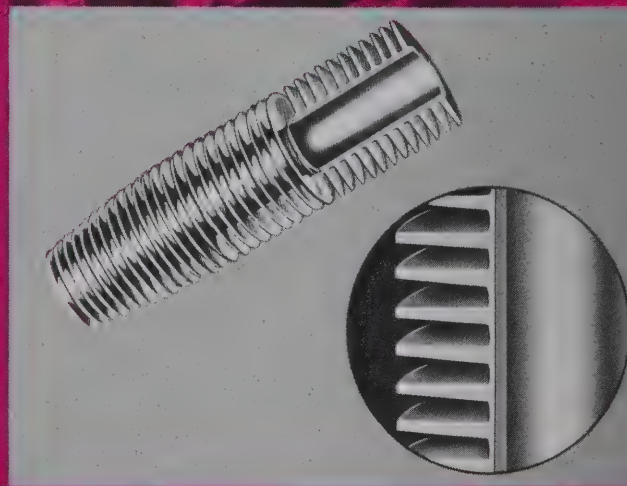
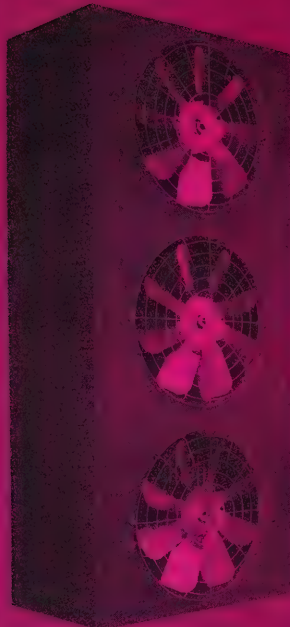
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• Brantford plant expansion 38,000 sq. ft.

1965 KeepRite acquires assets of Unifin at London, Ontario • Halifax sales branch office opens • KeepRite personnel exceeds 300.

1966 Ottawa sales branch office opens • Unifin plant expansion adds 10,000 sq. ft. of manufacturing space
• Unifin Division appoints sales representatives in U.S.A. and England • First sale by Unifin Division of equipment for the nuclear power installation at Chalk River, Ontario.



Unifin Division's heat transfer products are unique. The basic element is again a finned tube, but an "integral finned tube". It is extruded from the tube wall which provides efficient heat transfer and a most durable surface.

Unifin: another nucleus of growth

The Unifin Division specializes in the design and manufacture of heat transfer equipment for electrical generation and distribution apparatus. It is also heavily involved in commercial and industrial heating and cooling, and heat transfer applications in chemical processing.

Unifin was acquired by KeepRite in 1965, in a reversal of the process that has seen many Canadian companies swallowed up by U.S. giants. In this case a former Canadian company was bought back from a large American corporation, by an all Canadian company.

This acquisition considerably expanded KeepRite's role in the heat transfer field, and enabled the combined forces of the two Divisions to serve a much broader market. It permitted the combining of the strong forces of engineering and manufacturing expertise of these two organizations to be channeled into a unified and broadened market effort. For example, in critical applications, where exceptional ruggedness is an important factor, KeepRite products utilize Unifin integral-finned tubing, which provides efficient heat transfer and a surface so durable as to be almost indestructible.

Since Unifin Division became a part of KeepRite, the combined leadership and co-operation of the two organizations has seen the sales volume of the Unifin Division increase by 230 per cent and the number of jobs provided increase by 116 per cent.

A large part of Unifin's growth is related to the increased activity in the nuclear power industry. In recent years, the division has become deeply involved with the generation of electricity through nuclear power. This involvement is a logical outcome of Unifin's many years of experience in meeting the heat transfer requirements of conventional electric power generation.

Nuclear energy is the fastest-growing source of electricity and the source with the highest long-term growth potential. Unifin has oriented its activities specifically to this industry and is benefiting from its expansion.

Today, every nuclear-powered electrical generation plant in Canada relies on Unifin heat transfer equipment. The most recent installation was at the new Pickering station, capable of generating two million kilowatts of electricity.

Besides serving the heat transfer needs of many Canadian industries, Unifin has developed a substantial export market. About 34% of Unifin's products are exported to many countries throughout the world.

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Rapid planned growth — both nationally and internationally — will continue to characterize the Unifin Division's operations in the years ahead. Industries participating in the control and development of power resources have consistently maintained one of the highest growth rates in Canada, and our Unifin Division has developed both special abilities and a strong reputation in this field. Thus, prospects for the division's continued success are bright.

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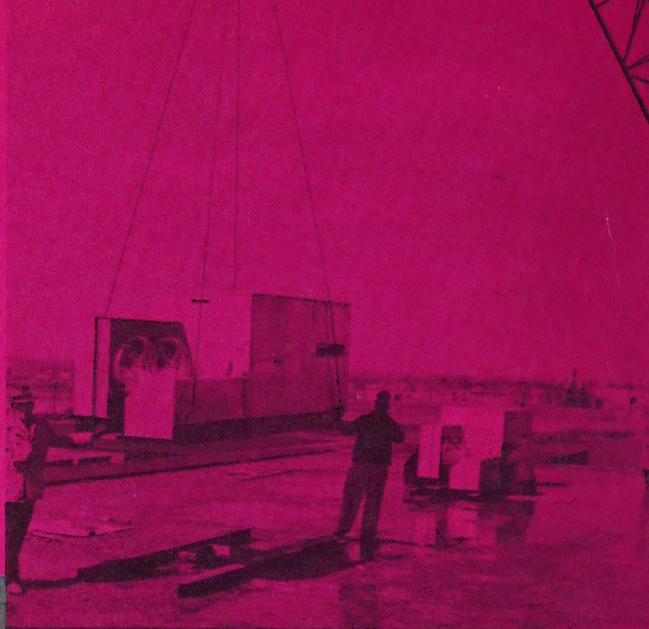
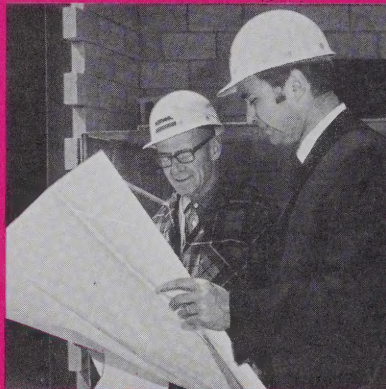
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1967 KeepRite becomes a public company.

1968 Sales volume tops \$15,000,000. • Winnipeg sales branch office opens.

1969 Over 500 people now working with KeepRite • Another plant expansion at Brantford begins — 36,000 sq. ft.

1970 Since 1945, manufacturing space has increased 18 times, the number of employees over 50 times and sales volume 83 times.



KeepRite serves a young, growing industry. The increasing demand in this sector points clearly to an opportunity for substantial growth. KeepRite will continue to take a very active part in this industry to meet the increasing demand.

The next 25 years

Market needs are constantly changing. How well, and how rapidly a company adapts to meet those needs is often the most critical benchmark of its success.

KeepRite is in an excellent position to capitalize on current trends in the markets it serves.

The rising affluence of North Americans, and continuing population growth, both point to increasing demand for products that provide comfort, and protect the ever increasing volume of food products. This trend, and KeepRite's well-established position in the Air Conditioning, Refrigeration, and Heat Transfer markets clearly point to an opportunity for substantial growth.

Recent product introductions, such as the Residential Climatizer and Seasonall (Total Weather Controller) are indicative of the company's determination to forge ahead in the air conditioning and heating markets. Long-term product development programs are continuously underway, aimed at substantially expanding this part of KeepRite's line of products in the years ahead.

The Unifin Division, too, is in a highly favourable growth position. Consumption of electricity will mushroom in the years ahead, and Unifin, with its special abilities to meet the heat transfer requirements of the large electrical apparatus field, as well as the many Industries which it is highly capable of serving, most certainly bespeak a bright and growing future for this Division.

Perhaps the most encouraging sign for the future is the strength of KeepRite's MOST IMPORTANT RESOURCE — ITS PEOPLE. Continuity of trained and experienced personnel to direct the company has been given high priority. Both plant organizations are headed by a senior management team, whose average age is under 50 years, assisted by a secondary management team, whose average age is under 40 years. KeepRite employees are dedicated people who understand the security that the Company's philosophy is directed toward providing, and they are willing to make their contribution.

Under the direction of its Management, assisted by a competent, aggressive group of engineers, technicians, sales representatives, and office and production workers, KeepRite has attained an enviable growth record, and looks forward confidently to the next twenty-five years.



1960
1962
1964
1966
1968